

Addison!

Public Relations Committee Recommendations

May 2007



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I. EXECUTIVE SUMMARY

The Town of Addison has a 2030 Vision objective to be viewed as a *destination* location. To accomplish this municipal task will require the establishment of an identifiable brand and proactive marketing of this brand to Addison's target audiences. Success in this area will be defined by audience recognition of the valued amenities which Addison offers.

This document will provide a roadmap for Addison's accomplishment of this objective with recommendations that fall into one of three principal categories:

- Establishment of an Addison brand identity
- Marketing to target audiences: residents, visitors and businesses
- Creation of Public Relations / Brand Management oversight

In similar fashion, the reputation of a civic culture often referred to as "The Addison Way" is a significant asset on which much can be built. The ground work for Addison's *can do* attitude and service-oriented focus is entrenched in this concept, but work remains to further enhance and formalize its effectiveness within Addison's future.

Addison has a unique opportunity to reshape its existing image by emboldening, branding and marketing it – not only to the local community, but regionally as well. Addison must aggressively promote itself, its character and its uniqueness to attain the desired results.

II. INTRODUCTION

In October 2006, Town officials assembled various committees of citizens, business leaders, and members of Town staff to continue the blueprint outlined in the “Addison 2030 Vision Project”. Their purpose was to explore ideas for Town development and growth in ten specific areas. Integral in this focus was identifying Addison as a true *destination* and this became the underlying direction for members of the Public Relations Committee. (Appendix 1)

The Committee’s charter was to focus on internal and external operations, orientation activities, and special events. Consideration inherently included Town branding and marketing efforts, as well as other specialized programming.

Understanding that the Public Relations function entails sales, marketing, and advertising support for products and services the Town provides, all media venues should be evaluated to best promote our reputation. This reputation arises from *what we do, what we say and what others say about us!* To facilitate this, efforts must appeal to target audiences who may wish to make Addison a *destination*. Three distinct audiences were identified:

- Visitors
- Residents - (current & prospective)
- Businesses - (employers & employees)

Historically, Addison has done a great job of advertising for special events such as “Taste Addison,” “Kaboom Town,” and “Oktoberfest.” To be viewed as a *destination* by the target audiences, however, the Town must take a broader view in proactively marketing its products and services.

For visitors, advance information regarding upcoming Town activities and supporting amenities will be pre-requisite as hotel availability and other regional services impact travel decisions. Residents need to be better educated so as to readily recognize the variety of Town services available and how to access them. Businesses, on the other hand, seek out assorted market conditions for favorable competitive reasons, which potentially can include corporate relocation or expansion decisions. As a result, to effectively penetrate the selected target audiences, a variety of methods and techniques must be explored and utilized.

III. PROCESS

To fulfill the assigned charter, the Committee adopted an inclusive approach to accommodate all members and ideas. Key activities included:

- Meeting to discuss the charter as set forth by City Council.
- Agreeing to basic operating procedures for meetings.
- Establishing a meeting schedule/calendar.
- Inviting Addison Fire and Police Department heads to give insight into the Public Relations impact on their Departments.
- Meeting with Shiroma Southwest, Addison's special events public relations firm, to describe current municipal procedures.
- Establishing two subcommittees, working independently, to address tactical and strategic recommendations. Primary research and data collection included discussions with "best of" cities: Phoenix, Arizona; Grapevine, Texas; and Grand Rapids, Michigan. Subcommittees were headed by Jennifer Hewitt and Jim Isaacson.
- Meeting with Bob Phillips, Director of Visitor Services.
- Using Town staff to collect current operating collateral material.
- Dialoging with Culinary, Business Development and Education Committees to discuss overlapping areas.
- Presenting subcommittee recommendations to entire Committee.
- Discussing, refining, and consolidating recommendations.
- Drafting and reviewing final document.

IV. ASSUMPTIONS

The following assumptions constitute the baseline for this report:

- Addison is and will continue to be an adult oriented community.
- The guidelines established in the “Addison 2030 Vision Project” will remain viable and set the overall direction for Addison.
- The North Dallas demographic area will continue as a social/economic hub. As suburbs like Plano, Frisco and McKinney expand, Addison’s central location and residential /business appeal will be even more attractive.
- Addison’s size and landlocked geographical position necessitates creative municipal initiatives to maximize city recognition and community living standards.
- Addison’s local government will pass and enforce ordinances aimed at keeping residential areas from decline - especially those associated with an ‘absentee landlord’ environment.
- Transportation issues will continue to affect Addison’s growth and the development of the Cotton Belt Line will improve access to Addison, thus nurturing its *destination* image.

V. **RECOMMENDATIONS**

Listed below are the specific recommendations developed by the Committee. A detailed explanation of each is attached in the Appendices section of this document.

- Addison needs to conduct a study to develop a brand that unifies its image, character, and uniqueness into a central theme. This brand will serve to increase Addison's name recognition and provide an overriding message to Addison's target audiences of visitors, residents, and businesses. (Appendix 2)
- Developing an Addison brand is the precursor to establishing a full time Public Relations management position. The Brand Manager would be responsible for a comprehensive marketing plan which fully supports Vision 2030. (Appendix 3)
- As a Town initiative, a co-op advertising/marketing/public relations campaign should be launched with Addison Airport, Addison Police Department and Addison businesses. (Appendix 4)
- Addison should focus on a more structured approach to utilizing information technology to reach target audiences. The current web site does not meet today's sophisticated demands, and most definitely, will not meet the challenges of tomorrow. (Appendix 5)
- Addison should create an informational kiosk or booth system to promote its unique Town services and assets. (Appendix 6)
- As Addison differentiates itself from neighboring suburbs, the use of unique signage should be a strategic element. (Appendix 7)
- It is recommended that Addison formalize "The Addison Way" culture so that the Addison spirit, service quality, and that intangible passion felt by its residents can continue to thrive through 2030. (Appendix 8)
- Information about Addison, its city services, its businesses, its business environment and its people need to be readily available and conveyed to Addison's target audience. It is recommended that Addison improve its existing publications to reach a larger audience with more information. (Appendix 9)

VI. APPENDICIES (1-10)

APPENDIX 1 - Public Relations Committee Members

Al Angell

Carol Doepfner

Linda Groce (Withdraw)

Jennifer Hewitt

James Isaacson

Robin Moss

Kent Pierce

Becky Rawdin (Withdraw)

Skip Robbins

Roger Mellow

Jimmy Niemann

Roger Chafin (Did Not Participate)

Jamie Gaines

Lea Dunn

Barbara Kovacevich

Bob Phillips

Judy Stafford

APPENDIX 2 - Addison Brand Study

Addison needs to develop a brand that ties its image, publicity, and uniqueness into a central theme. This brand should serve to increase Addison's name recognition and provide an overriding purpose that can be conveyed to Addison's target audiences. It is recommended that Addison hire a professional firm to conduct this study.

Why is this important to Addison?

An Addison brand creates and delivers a message about what Addison is and how it is viewed. It becomes the moniker of Addison and defines the character with which the target audiences can identify when they consider Addison.

What are the steps Addison should undertake to pursue this recommendation?

- Organize focus groups from the target audiences to better understand key interests and motivation points.
- Hire a professional *brand development* firm to create and recommend several brand alternatives.
- Develop a brand phrase/jingle/slogan that conveys Addison's message. Possible considerations include:
 - *Addison... Come Visit and Stay a Lifetime!*
 - *Addison... Where you can Plant your Roots!*
 - *Addison... Gateway to North Texas!*
 - *Addison... One Great Little Town!*
 - *Addison... Live Life and never Cook Again*
 - *Addison... Urban Sophistication*
 - *Addison... The Bridge to the Future*
- Establish a public forum that independently facilitates communications between Addison and its three target audiences at least twice a year - a forum for each group.
- Utilize the charismatic personalities of Council members and Town Management in promotional efforts. This includes media training and active participation in speaking opportunities for television and high-profile events. This endeavor should be actively managed by the proposed Brand Manager.
- Develop and promote the cable TV access channel. This channel could be used for programs such as: "What's happening this month in Addison" - regularly scheduled information from the Mayor to our residents, including locally produced culinary shows, Town Council meetings, highlights from Addison events, etc.
- Establish regularly scheduled open forum meetings with Mayor and citizens.

- Expand the *Addison Advocates* Program. This is an extremely important part of delivering Addison's message. *Advocates* should be well trained regarding Addison services and be present at all Town functions. They could wear large "Ask Me about Addison" buttons and should mingle with the crowds at events. Our target audiences would be able to speak one-on-one with individuals that can really communicate the Addison message.
- Establish a permanent kiosk at Addison Park that would be staffed by *Advocates* and Town staff during all events to provide information about the Town, take surveys, invite people to sign up for Addison materials, etc. Kiosk should be air conditioned and equipped with computers for quick information access.
- Develop a cooperative advertising program which includes the airport, hotels, restaurants and other retail establishments to promote Addison awareness and encourage visitation.
- Consider a regional advertising campaign with nearby cities like Carrollton, Farmers Branch, and Richardson that would highlight shared activities and encourage visitors to stay for longer than for a single event.

APPENDIX 3 - Full-Time Brand Manager

The natural result of a study of the Addison brand is the development of a brand management group headed up by a full time Brand Manager. This position would be responsible for a comprehensive marketing plan which fully supports Vision 2030. This would require ongoing relationships with outside advertising agencies and PR firms, while coordinating the efforts of various in-house departments that interface with the public. From *day one*, the Brand Manager would be commissioned to uncover *the unique selling proposition* for the Town of Addison.

Why is this important to Addison?

Over the last three decades, Addison has grown from a small suburb of Dallas to a primary hub in the rapidly growing North Dallas corridor. With the continued explosive growth to the north, Addison is at risk of becoming another drive-by community, thus leading to a subsequent decline in our quality of life. The challenge is to compete in this highly competitive market by:

- Providing and promoting the benefits of visiting, returning or even moving to Addison to live.
- Maintaining the distinctive charm which is embodied in the slogan “The Addison Way.”

Job Description

This person *owns* the communications to our three target audiences. Specific functions follow:

- Design and contract focus group research.
- Develop and implement other more in-depth research studies suggested by the focus group. These studies would include consumer attitudes/behavior, market trends and employee morale.
- Implement a comprehensive brand marketing plan based on research results.
- Oversee and coordinate all Town of Addison advertising, promotion, and public relations functions.
- Maintain a working relationship with advertising and PR firms retained by the Town - delegating relevant functions accordingly.
- Oversee the development of the signage program.
- Develop and manage a Speakers Bureau to promote the brand using the Mayor, Council Members, key employees and key business leaders.
- Advise in the publication of a new magazine, The Addison Way.
- Review all Addison publications, both public and internal, to assure coordination of a consistent message throughout.

- Consult in the development of all employee training programs. Seek to enter competitions which rank small towns in various categories, including quality of life.
- Evaluate opportunities to utilize the TV access channel. One idea, among many others, is to provide a billboard listing of daily events and venues in Addison.
- Enhance and oversee the *Addison Advocates* Program.
- Work with the Council to identify metrics to evaluate results of the branding process.
- Develop a “Ritz-Carlton type” credo card for employees.

Job Qualifications

- Experienced advertising/public relations executive in account management or brand management executive on the client side.
- Background in consumer goods is preferable.
- Public service need not be a prerequisite.
- Demonstrate a passion to buy into “The Addison Way.”

APPENDIX 4 – Co-op Advertising/Marketing/Public Relations Campaign

Develop a co-op advertising/marketing/public relations campaign with Addison Airport, Addison Police Department and Addison businesses. This should be a detailed program that gives Addison the ability to shape and form the desired message – thus assuring Addison is being reflected in the appropriate manner. Such a campaign must extend beyond the DFW Metroplex, possibly even into other states, in order to be eligible for co-op funds.

Dollars used with the Addison Airport would be earmarked for promoting the uniqueness the Airport brings to the Town. Our target audiences should be informed that the Airport offers flying lessons, corporate jet landing capability, and hanger space. The fact that it is one of the busiest general aviation airports in the country should be vigorously promoted, along with its special events, air shows and on-sight Aviation Museum.

Inroads with the Addison Police Department would revolve around public safety. The Committee envisions a campaign that would address safety concerns around businesses and restaurants - especially at night. This could help the Police Department head-off vandalism with support for increased lighting, visible security kiosks, and increased patrols... perhaps using citizen volunteers as Dallas does with their VIP program.

Highlighting Addison businesses would build on existing arrangements that Addison presently has within the hotel industry. This ad program would go beyond exchanging dollars for reduced room rates, but would concentrate on actual efforts to track rates using advertising codes that afford event rates at specific hotel/motel locations.

Why is it important?

If the Town of Addison wants to reach their target audiences and control the actual ad message delivered, it has to have a monetary stake in the process. Should the cited organizations be unable or unwilling to work within the confines of the Town's program, they simply would not receive matching dollars. One alternative would reward advertising funds commensurate with tax dollars paid to the Town - businesses paying more dollars are eligible for more co-op advertising dollars.

Addison has many valuable assets it needs to ensure that the public not only discovers them, but that the message is crafted in the correct way to reach the audience with the desired outcome.

What are the steps Addison should undertake?

- Work with an agency experienced in developing co-op programs.
- Dedicate a specific budget to the co-op program.
- Develop and implement a campaign to introduce the new co-op program to the Addison Airport, Addison Police Department and the Addison businesses.
- Create an overall image/brand/message that will be the central tenet of the co-op program.

APPENDIX 5 - Information Technology

The Town of Addison needs to develop a more structured approach to utilizing information technology to reach its target audiences. The web site as it exists today does not meet current competitive challenges, and most definitely will not meet the demands of tomorrow. Emphasis in the future should be on using the web site as a marketing tool, as well as e-newsletters, e-bulletins, mobile messages. Current cell phone media messaging is evolving as a major way to reach people and its success in Japan & Europe is a meaningful portent.

Why it is important to Addison?

The internet, especially as Web 2.0 becomes a reality, will be the imperative way to market to our target audiences. The internet is evolving into a social media and Addison will need to provide information in the manner in which people want to receive it. By the year 2030, advertising as we know it today will be all but replaced by product placement and everyone will subscribe to an RSS feed. As a result, Addison will need to offer one for those who desire information about Addison activities and offerings. People want to receive *push* messages (e-newsletters, e-bulletins, RSS feeds) rather than *pull* (going to the web site). GPS phones will soon have the ability to accept ads from businesses that are logistically near the user. Similarly, automobile navigation systems can already identify what restaurants are nearby... next will be the ability to describe what events are going on in the area being driven through!

What steps should Addison take to pursue and move forward?

- Addison must start planning for these types of technology today by dedicating manpower and dollars to implement them.
- Addison needs to start developing an e-mail database.
- Addison web site needs to become more directed.
- Addison needs to develop a variety of e-newsletters and e-brochures that are dedicated to specific functions (i.e., special events, theater productions, parks, recreation events, etc.).
- Addison needs to reach beyond the Dallas/Ft. Worth Metroplex using the internet to achieve this goal.

APPENDIX 6 - Addison Info Kiosk – ‘i’ Depot

Inherent in any effective municipal public relations initiative is a centralized information source. This outlet can take on many forms, but is maximized when a distinctly designed facility, location or delivery style is used. Addison should develop an informational kiosk or booth system to promote its unique city (town) services and assets. Properly managed and staffed, this kiosk presence can become the pulsating center that tangibly displays “The Addison Way” to all target audiences: residents, visitors, and businesses.

Why is this important to Addison?

An ‘i’ Depot situated in or near the Addison Circle Park area would create a recognized focal point for key information distribution. If housed within the pending Addison Depot development, it could take on a historical, yet sophisticatedly urban presentation of all that Addison has offered, currently provides, and is destined to become.

What are the steps Addison should undertake to pursue this recommendation?

- Evaluate the feasibility of utilizing the Addison Depot as a legitimate kiosk location. If not this venue, then another centralized locale should be considered.
- Coordinate with all Addison departments to establish the most salient informational documents, materials, videos, interactive displays, walking tours, maps, brochures, hand-outs, etc. that should be incorporated to best showplace the Town of Addison.
- Highlight this ‘i’ Depot as the go-to place for major event ticketing, special event marketing, show/program releases, and ad hoc registrations or surveys.
- Establish this facility as a state-of-the-art communication center which utilizes Addison’s Wi-Fi connection to facilitate quick information access. This could be further disseminated into selected mini-kiosks (stations) in strategic locations within Addison to complement overall historical town data, special event details, walking tour directions, community services, etc.
- Facilitate business and restaurant promotions by establishing this location as the primary source for discounted offers, promotions or dining card benefits.
- Utilize and integrate *Addison Advocates* to staff the ‘i’ Depot year round. Special events staffing should be adjusted by both count and delivery style to provide the greatest “Addison Way” impression. For example, during Oktoberfest, theme attire should be worn by all staffers to promote the event.
- Create an atmosphere of friendliness and style by developing “Ask me about Addison” buttons, bumper stickers, and a Town mascot to be used during special events.
- Promote the ‘i’ Depot as the mechanism by which “*You can be informed and get involved in Addison*” or “*If you don’t know about it, the ‘i’ Depot does!*”

- Rotate the 'i'Depot into the mix as a key Town announcement locale for selected major developments, contractual agreements, special event launches.

APPENDIX 7 - Develop a Unique & Uniform Signage Strategy

As the Town of Addison moves to distinguish itself from neighboring suburbs in the metropolitan area, a clear element of such a strategy is the development of a distinct plan around the use of signage. The adoption of a clear, unique sign strategy - street markers, advertising media, and welcome banners - can serve to buttress the comprehensive branding and philosophy the Town seeks to embrace during the next 25 years.

Specific Recommendations:

- Modernize and develop a unique street sign design which characterizes the character of Addison and its attributes. Although simple in concept, the importance of developing a striking, zestful set of consistent street-markers can not be overstated with respect to long-term image building.
- Addison should work closely with the NTTA in determining the feasibility of adding a “Town of Addison” marker (new or to existing exit indicators) on the major toll way exit ramps (i.e. Belt Line Road).
- Develop enhanced versions of the signing model to all major points of entry within the Town of Addison. Where practical, there should be entryway markers at major landscaped areas which provide welcoming areas to neighborhoods, business districts, and other obvious points of ingress.
- Establish a major electronic archway on Belt Line Road which announces the town, its activities, and other key elements of the ongoing Addison business district. Delivered correctly, such a “monument” offers immense possibilities to Addison and further enhances the overall branding effort.

Why is this important?

- Bolster the overall brand and image of Addison.
- Ensure overall awareness of Addison’s boundaries and geographic reach!
- Develop a congruency with Addison’s urban feel for all audiences.
- Properly developed/established, generate greater awareness for Addison’s events and happenings.

Steps to Advance this Recommendation

- Thorough inventory of existing signage.
- Establishment of a cohesive branding strategy for Addison.
- Development of a unique messaging emblem/prototype for future signage.
- Determination of key entry points for Town of Addison locations.
- Outline total costs of program to determine budget feasibility.
- Determine suitability/possibility of electronic sign/banner for Belt Line Road.

- Conduct specific discussions with NTTA to determine reasonable parameters for upgrading/installing relevant signs.

APPENDIX 8 - The Addison Way

It is recommended Addison formalize “The Addison Way” culture so that the spirit of Addison, the quality of service and that intangible passion felt by its residents can continue to thrive through 2030.

Why is it important for Addison?

Addison’s culture is one of the key attributes that makes the Addison experience so unique for its visitors, residents, and businesses. Formalizing “The Addison Way” will help preserve, package and communicate this culture so the Addison unique spirit will be integral to all future internal operations.

Formalizing will also help Addison teach and instill its personality to future employees so that quality service and vibrancy continues as new leadership takes over.

The feeling and passion of Addison is critical to building a brand and essential for communicating and marketing.

In a labor market that is only expected to become leaner, “The Addison Way” serves as a recruiting tool for future employees. It can become an even more prominent catalyst for retaining top talent. The Addison experience is dependent upon having employees with customer service minded attitude. In the end, it is Addison staff and employees that are the forbearers of “The Addison Way.”

What are the steps Addison should undertake to pursue it and move it forward?

- Define “The Addison Way” through use of focus groups, discussions, surveys, etc.
- Review the current methods Addison uses to instill “The Addison Way” within its internal operations, identify areas that need improvement and create an improvement plan.
- Build on the corporate philosophies of Southwest Airlines, The Ritz-Carlton, and The Container Store who have established recognizable cultures and been rewarded as *Best Places to Work*. Suggestions include:
 - Create an orientation that explains all inter-workings of each department.
 - Develop a Culture Committee whose objective is to continually enhance the existing culture.
 - Establish an award where employees identify and select others for recognition in delivering “The Addison Way” service.
 - Have executive staff work a day in a different department to understand what it takes to deliver “The Addison Way” service.
 - Identify the characteristics that make a person a great hire for Addison with The Container Store motto in mind - “three good people equal one great person.”

- Aspire to the proven elements of home-grown Southwest Airlines by personifying a:
 - Warrior spirit
 - Servant's heart
 - Fun-loving attitude

APPENDIX 9 - Publications

Under the direction of the Brand Manager, Addison should improve two distinct publications:

- Expand or modify current publications (which now appear to be 90% advertising). These could be called “The Addison Way” and distributed to residents and businesses on a frequent basis.
- Expand the “Addison and North Dallas Corridor Guide” that is already sponsored by Addison but produced by an independent publisher.

Why is this important to Addison?

Knowledge of Addison’s current services and service levels varies greatly. Residents need a regularly scheduled information source that focuses on Addison, its services and other relevant information.

Employees of Addison businesses should also be targeted for this information. Addison has approximately 100,000 individuals who work and visit Addison on a daily basis. This audience must be proactively provided information.

What steps should be taken?

Since Addison does not have a daily/local newspaper and because the only newspaper in the area has very little coverage concerning the town, the residents are starving for news regarding Addison. “Inside Addison” and “The Accolade” are good but, do not include important happenings at City Council, the P&Z, services provided such as CPR instruction, the Volunteer Corps, the slate of candidates running in town elections, the 2030 Vision, to name only a few. Advertising could offset this expense.

The “Addison and North Dallas Corridor Guide” needs more information concerning Addison in order to promote it as a town that has more to it than just special events. It’s a town that one would like to visit and then spend a life time, whether it is to live here or to do business here or both.

APPENDIX 10 – City Services Matrix

Appendix 10 outlines services and service levels currently provided by Addison's different departments. This document should be used as an outline of information that needs to be provided to Addison's target audiences.

Addison Airport: To provide the best, self-sustaining, general aviation airport facilities and services, while returning a significant economic benefit to the citizens of Addison, and being a good neighbor to the surrounding community.

- A general aviation airport which serves as a reliever airport to both Dallas Love Field and DFW.
- One of the busiest general aviation airports in the country that serves private and corporate air travelers.
- 786 based aircraft including 186 business jets; can efficiently handle aircraft ranging from a private Cessna 150 to B-737.
- 130,000 aircraft arrivals and departures; 80,000 total general aviation air travelers annually; 10,651 overnight general aviation visitors.
- Economic impact: \$610.9 million gross revenues to area businesses; \$128 million payroll to local workers; 2,789 jobs.
- Airport features: 7,200' x 100' instrument runway; FAA traffic control tower; 24-hour U.S. Customs services; three full-service fixed based operators, 368 acres.
- Home to Cavanaugh Flight Museum with 50,000 sf of fully-restored vintage warbirds.

City Manager: To effectively implement and administer the policies established by the Council. The City Manager is responsible for making recommendations to the Council concerning policies and programs and developing methods to insure the efficient operation of city services. The department accounts for all expenditures related to the city manager, his support staff, and the operation and maintenance of Town Hall.

- Provide general management for all Town operations.
- Implements the policies, directives and programs as specified by the City Council.
- Handles calls, inquiries and complaints from residents, businesses and other governmental and non-governmental agencies.
- Handle the Public Relations efforts.
- Develops City Council agendas and postings to comply with Open Government regulations.
- Responsible for all the legislative efforts of the town in conjunction with City Council endorsement.

- Conducts special projects and events and activities such as the City Academy Program, Citizen Survey, Boards and Commission recognition events.
- Coordinates the Employee Action Committee – employees giving back to our community.

Development Services: To manage the planning, development, and growth of the Town in a manner that results in a pleasant, safe and attractive environment, and an enhanced quality of life, for all of Addison's citizens and visitors. To protect the public's health and welfare through the enforcement of Addison's building, signage, plumbing, and electrical codes for the construction and maintenance of safe residential and commercial structures, and the inspection of restaurants, swimming pools, apartments, and vacant lots and the control of mosquito's with spraying programs. The staff is also required to enforce Environmental Protection Agency regulations, and monitor transportation and disposal of liquid wastes.

- 45 day zoning process
- Same day service on building inspections called in prior to 8:30 am
- Specific appointments for residents who need inspections in their homes
- Education-based approach on food handling, not just an inspection report, but a teaching opportunity
- Personal service throughout the permitting inspection process
- 14-day turnaround on sign Meritorious Exception request
- After-hour and weekend inspections if needed (builder pays a special fee, but we do them)
- Stringent enforcement of weeds and grass ordinance
- Picks up illegal signs in the right-of-way on a daily basis
- Works closely with other departments resulting in a development friendly and rapid development review process

Engineering: Works closely with other departments resulting in a development friendly and rapid development review process.

Financial And Strategic Services: To optimally manage Addison's financial resources and provide strategic decision support services to Addison's management. The department produces Addison's financial reports, oversees the billing, collection, and procurement functions, administers Addison's risk management and treasury functions, assists the City Manager's Office with the development of Addison's annual budget, and supports departments with the evaluation of their services.

- Produces a comprehensive annual budget document.

Fire: To protect the persons and property in Addison by providing quality and innovative emergency services.

- Emergency Medical Services - About 60 percent of emergency calls for assistance are emergency medical related. The skills Addison paramedics are authorized to use in the pre hospital setting are the most advanced in the Dallas Forth Area.
- Fire Sprinkler Ordinance - Since 1992, the Town of Addison has had an automatic fire sprinkler ordinance in place. This requires all structures in excess of 500 square feet including single family residences to be sprinklered. This significantly reduces fire damage and provides a superior level of life safety.
- CPR Instruction - The Fire Department provides CPR instruction for all residents and Addison based businesses free of charge. The only cost is for the student manual which the participants keep. Classes are held on the first and third Saturdays of each month. Additional classes can be scheduled as needed.
- Fire and Life Safety Code Compliance Inspections - The Fire Department conducts fire and life safety code compliance inspections for commercial properties. Such inspections take place about every 15 months. These inspections are designed to keep these facilities safe for the public. The focus is to prevent fires. Many small businesses that experience a severe fire will never reopen so this service actually results in business retention.
- Fire Protection - Addison maintains a state-of-the-art Fire Department with a highly trained staff of officers and firefighters along with excellent equipment. Response time from time of notification to arrival at the fire is approximately 4 minutes and 30 seconds. Addison also maintains various agreements with surrounding communities for those times when additional assistance is needed.
- Public Education - The Addison Fire Department offers a variety of public educations programs. Programs include CPR and first-aid training, automatic external defibrillator training, high-rise fire safety, severe weather training and various programs for school age children.
- Emergency Management - Addison has developed an emergency operations plan for the allocation of city resources during major emergencies and disasters. This plan prioritizes Addison's resources in case of major emergencies such as tornadoes, floods, hazardous materials emergencies, etc.
- Aircraft-Rescue-Firefighting - The Fire Department provides aircraft rescue firefighting (ARFF) services for Addison's municipal airport. All Fire Department staff are certified as ARFF firefighters by the State of Texas Commission on Fire Protection.
- Special Event Safety Services - The Fire Department provides a variety of safety services during Addison's special events. Services include emergency

medical services, fire and life safety code compliance, severe weather monitoring and managing the special event site emergency evacuation plan.

- Smoke Detector Battery Replacement Program - The Fire Department conducts an annual smoke detector battery replacement program. This service is provided free of charge to all owners of single family homes (apartment owners are required by law to inspect smoke detectors annually). AFD offers to conduct fire safety inspections of the homes and of their fire protection systems.

General Services: To ensure all Town facilities are maintained to be an attractive and comfortable environment conducive to conducting Town business, and the city's fleet of vehicles is maintained to meet the highest standards of safety and efficiency. Department staff also manages the city's inventory of office and custodial supplies, transport mail and supplies among the eight municipal buildings, coordinate Addison's telecommunications network, and administer hazardous material handling. The department is also Addison's liaison to Addison Airport.

- Maintains 16 Town facilities: Town Hall, Finance Building, Police Station, Central Fire Station, Fire Station #2, Athletic Club, Conference Centre, Theatre Centre, Service Center, Stone Cottage, Addison Circle Park Pavilion, Celestial Pump Station, Surveyor Pump Station, Kellway Lift Station, Water Tower, and Addison Circle Police Sub Station.
- Manages a central warehouse and inventory control system.
- Oversees all mail services.
- Maintain 200 vehicles and equipment: police cars, fire trucks, ARFF (Air Rescue Fire Fighting), Ambulances, Motorcycles, Dump Trucks, Aerial Trucks, Street Sweeper, Chipper, Backhoes, Vactor, Arrows/Message Boards, and Trailers.
- Fuel management - fuel system accounting and underground storage tank monitoring.
- Public-private partnership to run Addison Airport; Addison owns and hired Washington Staubach for management.

Human Resources: To assist the Town of Addison in providing an environment that promotes high performance, customer service, accountability, integrity, involvement and diversity by: providing resources for administering employee processing, payroll, benefits and policies; properly balancing the needs of the employees with the needs of the overall organization; hiring and promoting the most qualified employees; retaining our valued employees by providing a competitive salary and benefits package; maintaining compliance with employment laws and governmental regulations; ensuring a discrimination and harassment free environment

- Coordinates the Addison Advocates volunteer program.

- Coordinates the Employee Assistance program.
- Coordinates the A-Hit wellness program.

Information Technology: Primary responsibilities are to manage and support: Town's fast Ethernet network; telecommunication system; enterprise financial system; court system; computer aided dispatch; 9-1-1-; SCADA system (Water Towers Supervisory Control and Data Acquisition); helpdesk; mobile data computers connectivity for Public Safety; digital safety system; video cameras monitoring system town-wide; interfaces to the local, state and federal agencies; electronic patient data system; GIS (geographic information system); online services and public safety computer systems.

- Monitor and direct the growth and performance of both hardware and software.
- Coordinate with various departments all matters of information services and compile data for long and short-term projects as requested by the departments.
- Provide consultation to all departments regarding the planning of anticipated computer and purchases.
- Provide evaluation, recommendation, and implementation of emerging technology.
- Provide necessary training and technical assistance on various software applications to the Mayor, City Council and the employees of the Town.
- Develop guidelines for: hardware/software standardization, network security, application security, data and voice encryption, auditing, virus protection, spyware, spam and malware protection, financial application server access, computer aided dispatch, mobile data computer access, compliancy, cell phone usage, PDA usage, wireless access, internet/email usage, remote access, software licenses, training, hardware/software registration, intranet, email access, firewall configuration, backup procedures, web sites design and maintenance, acquisition and use of computer and telecommunication equipments, disaster recovery planning.

Marketing: Represent Addison in all forms of communication.

- Coordinates all communications with the media including crisis, special events and on-going PR needs.
- Coordinates all the marketing efforts for Addison.

Municipal Court: To provide a fair and impartial tribunal for the disposition of fine only criminal offenses which have occurred and are prosecuted by the Town of Addison. To properly administer this function, the Court must schedule offenders to appear before the Court, adjudicate the trial, collect fines from guilty offenders, and issue warrants where the offender has not paid or appeared in Court.

- Offers the ability to pay fees online or use a walk-up kiosk.

Parks: To preserve and enhance Addison's exceptional quality of life through the landscaping of the community's public and private properties. To accomplish its mission, the department supervises the construction and meticulous maintenance of parks, boulevard medians, jogging trails, and entrances to Addison. The department is also responsible for the strict enforcement of the landscaping ordinance, which requires all commercial properties to enhance their buildings with landscaped areas.

- Assists in setting up, maintenance, and teardown of Special Events.
- Construction of all Town-owned outdoor properties.
- Maintenance of all Town-owned outdoor properties.
- Strict enforcement of the Town's landscape ordinance.
- Administer the Addison Arbor Foundation, a 501c(3) non-profit foundation.
- Respond to citizen requests within (24) hours.
- Maintain (51) pet waste dispenser stations and (2) off-leash dog.
- Review plans and inspect landscape development on commercial properties.
- Many professionally licensed/certified staff: (10) licensed pesticide applicators; (5) certified nursery professionals; (4) certified landscape professionals; (4) licensed irrigators; (1) certified arborist and (1) degreed horticulturist.
- Maintain (138) highly developed, landscaped and irrigated acres with (13) groundskeepers and (3) irrigators.
- Designated Tree City USA for four consecutive years.
- Have a designated Champion Tree of the Metroplex in one of our parks recognized by the Texas Forest Service.
- Won many professional design awards for park/trail systems along with innovations in maintenance concepts. Have largest EarthKind rose trails in the Metroplex; built and installed by Parks Department.
- Worked with VFW to commemorate one of our oldest trees in town to Korean War veterans and constructed memorial.
- Participate in supporting charitable organizations throughout the year such as the United Way, Metrocrest Social Services and Metrocrest Senior Adult Services.

Police: The Addison Police Department is dedicated to a standard of excellence in promoting and maintaining a safe and peaceful community. APD serves in a community partnership to preserve order, protect life and property, enforce laws and ordinances, and safeguard individual liberties. APD conducts itself according

to the highest ethical standards, and treat others with fairness, dignity, and respect. APD pledges to manage the organization with professionalism, leadership, and integrity.

- No yearly alarm fee required for residents.
- Vacation watch close patrol forms available online.
- Police Officers still make house calls.
- Response time is typically under 4 minutes.

Recreation: To offer and maintain for Addison's residents a wide array of recreation, health, fitness, and athletic programs at the Addison Athletic Club.

- Addison residents can join for a one-time fee of only \$10.00.
- 52,000 square feet of indoor space for recreation/fitness and 15,000 square feet for the outdoor pools and shade pavilions.
- Special Events including: Halloween Bash, Easter Eggstravaganza, and Valentines Dance.
- Programs for kids, adults and seniors coordinated by recreation and fitness professionals.
- Facilities include: Indoor pool, two outdoor seasonal pools with shade pavilions, full-court basketball gym, one tennis court, elevated track, four racquetball courts, 2 complete weight training circuits, an abundance of cardio equipment, conference room, multipurpose room, and full locker rooms with sauna and steam rooms.
- Club opened in 1987 with a 21,000 square feet expansion completed in 2003.
- Received two "Facility of Merit" award from Athletic Business. One when the building opened in 1987 and one after the expansion was completed in 2003.
- Received the "Innovative Architecture & Design" award from Recreation Management.
- Addison resident only facility.
- Connected to several miles of paved trails.
- Book exchange program in the conference room that is managed by the Book Review Group.

Special Events: To produce special events that attracts tourists and enhances Addison's assets.

- Produce or host events on 29 weekends helps brand Addison to tourists as a fun place to be.

- Addison events provide an interactive marketing opportunity to showcase many of Addison's assets: hotels, restaurants, museums, etc.
- Each special event has a different focus and is geared to marketing Addison to different markets. For example, Taste Addison markets the restaurant community, North Texas Jazz Festival; Oktoberfest benefits the hotel community by booking weekend hotel room night stays and generating non-traditional revenue; Summer Series markets the Post Properties area; Kaboom Town benefits all of Addison's assets, etc.
- The events are successful in bringing tourism to Addison and they collectively attract over 330,000 people; book nearly 1,800 room nights and generate an estimated economic impact of \$3.5 million to the community.
- Addison Circle Park is a "Convention Center Without a Roof". It provides a professional venue to host Addison produced events and third-party events, and it enhances the visitor and event producer experiences from a visual and budgetary perspective.
- Addison has a positive reputation as a community that offers the premier festivals in North Texas.
- Addison emphasizes making the customer experiences memorable from the moment they arrive in Addison.
- Provides educational and cultural offerings of the community.

Streets:

- Provides bulk garbage collection on an on-call basis Monday - Friday; it is picked up within 24-hours of receiving the request and is often picked up the day the request is made.
- Garbage is collected twice a week.
- Will collect household hazardous waste within 24 hours of a request to do so Monday - Friday and will often collect the materials the same day the request is made.
- Ensures that all arterial streets are swept each week, all collector streets are swept every two weeks and all residential streets are swept once a month.
- Employees survey all street lights once every two weeks discovering non-operating lights. The lights that aren't working properly that are owned by TXU Electric are immediately reported to TXU via a service request. Those owned by Addison are promptly repaired by staff.

Utility:

- Same day response when utility billing issues arise.
- Responds to all reports of water leaks or sanitary sewer blockages the same day they are reported; Crews will investigate water leak location and advise resident.

- Water main breaks are rare, but when they do occur, Addison water crews put the customer's needs above their own convenience in making the repair.

Visitor Services: To provide quality and innovative services to increase leisure and business travel to the Town of Addison.

- Award-winning Conference & Theatre Centre that hosts association, corporate and social functions.
- Offers theatre venue for Performing Arts Community.
- Award-winning WaterTower Theatre group attracts visitors to Addison.
- Provide local artists an outlet to display their work.
- Generate business leads for hotels.
- Market the Town of Addison to visitors and convention groups in order to have a positive economic impact on Addison hotels, Conference Centre, restaurants, retail establishments, and museums.
- Book room nights for hotels and Conference Centre that results in the generation of \$13.2 million economic impact.
- Represent Addison at meetings industry trade show.
- Conduct tours of Addison and its hotels for meeting planners considering Addison as a potential meeting site.
- Administers the Hotel Support Program – a creative marketing program designed to assist the hotels with securing group and convention business.